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MAGNETO TRIUMPHANT!



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**TAKE
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- BUILD POWERFUL MUSCLES...FAST!
- LOSE FAT!
- GAIN MUSCULAR WEIGHT!
- DOUBLE OR TRIPLE YOUR STRENGTH!
- TRIM YOUR WAIST!
- FEEL BETTER

Booklet

**SEE YOUR MUSCLES
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**YOU'LL PUT ON INCHES OF
POWERFUL MUSCLES
ON YOUR BODY!**

MOST MEN NEVER REALIZE THEIR FABULOUS POTENTIAL FOR MUSCULARITY. Why? Probably because they've never come across or taken advantage of a training program quite like the one we offer here at **UNIVERSAL BODYBUILDING**. Our program has the 'Ultimate' masterplan for total body development and strength!

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**Shape-Up, Get
that waistline
down and
muscularize it!**

GET INTO SHAPE

LIKE MORE FACTS?

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**SKINNY?
MUSCLES WILL
APPEAR...
ALMOST LIKE
MAGIC!**



**FAT?
FAT WILL
DISAPPEAR -
REPLACED BY
MUSCLES!**



**YOUR NEW
MUSCLES WILL
FEEL LIKE
DYNAMITE!**

BE GREAT-BE SOMEBODY SPECIAL!

Improve your health, self-confidence and your outlook on life as you become more muscular. Regardless of your age, height or present build, we'll help you build a fabulous body. Thousands of people have taken this course with fantastic results - why not you? Whatever you look like today, we can improve on it. We guarantee it!!

- | | |
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| <input type="checkbox"/> ARMS - Develop big, powerful arms - the kind girls love to be held in! Command respect from everyone you meet! | <input type="checkbox"/> SHOULDERS - Get rid of those puny shoulders! Instead, fill your shirt with bulging muscles! |
| <input type="checkbox"/> CHEST - Is your chest sunken and unimpressive? No more! It's easy to build a massive chest. You can measure 45, 47 or even 50 inches! | <input type="checkbox"/> LEGS - Put some muscle on those spindly legs! Muscular legs will give you extra power like you've never dreamed possible! |
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Stan Lee PRESENTS: **THE UNCANNY X-MEN!**™

CHRIS CLAREMONT / AUTHOR JOHN BYRNE / PENCILER TERRY AUSTIN / INKER BRUCE PATTERSON / LETTERER M. TITUS / COLORIST J. SHOOTER / EDITOR

THE GENTLEMAN'S NAME IS MAGNETO. A MAN THE NEW X-MEN HAVE FOUGHT ONCE BEFORE IN THEIR BRIEF CAREERS.

HE BEAT THEM HANDS DOWN.



I'M A MAN OF MY WORD, MUTANTS. I SWORE I WOULD DESTROY YOU.

AND I SHALL!

MAGNETO TRIUMPHANT!

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TAKE CARE O' THE DOOR, COLOSSUS! WE'VE GOT T' GET OUT THERE!

AS GOOD AS DONE, BANSHEE!

DO NOT FEAR, FRIEND NIGHTCRAWLER. WE ARE...

SKRAKT!

...COMING.



SAINTS ABOVE, WHAT'S HAP'N' HERE ?!

HOW THE BLAZES SHOULD I KNOW ?! JUST GET ME OFF THIS VERDAMNT STAIR BEFORE IT BREAKS!

IT'S MADNESS, THEY TELL THEMSELVES. ONLY A MINUTE AGO, THEY WERE ON THE GROUND.



NOW THEY'RE MILES HIGH, THE CIRCUS WAGON HURTLING THROUGH THE MIDNIGHT SKY LIKE A ROCKET

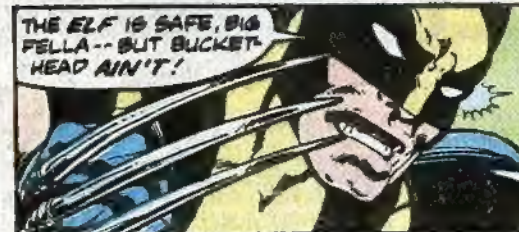


GOT YOU!

ABOUT TIME, TOO.

LEIBER GOTT, COLOSSUS, I ALMOST DIDN'T GRAB THE STEPS IN TIME.

BE CALM, KURT. YOU ARE SAFE NOW.



THE ELF IS SAFE, BIG FELLA -- BUT BUCKET HEAD AIN'T!

IF YOU WANT ME MADMAN, HERE I AM. I DEFY YOU TO DO YOUR WORST.

BUB, THAT'S MUSIC TA MY EARS.



"WHY?" CYCLOPS ASKS, AFTER WOLVERINE RELUCTANTLY SHEATHES HIS CLAWS. "WHY US, MAGNETO? WHY NOW?"

"...ONLY TO FIND IT DESERTED. IT WAS OBVIOUS THAT SOMETHING HAD HAPPENED. THE QUESTION WAS...WHAT?"

"AND WHO WAS RESPONSIBLE?"

"THE BEAST'S SUDDEN ARRIVAL INTERRUPTED ME BEFORE I COULD BEGIN TO TRACK YOU DOWN."

"I TOLD YOU, CYCLOPS, UNFINISHED BUSINESS. AFTER LEAVING MUIR ISLE, I WAS DISTRACTED FROM MY GOAL BY SOME MINOR ALTERCATIONS WITH CAPTAIN AMERICA AND DOCTOR DOOM. *BUT EVENTUALLY I MADE MY WAY TO XAVIER'S MANSION..."

*CAP ANNUAL #4 & CHAMPIONS #15--JIM

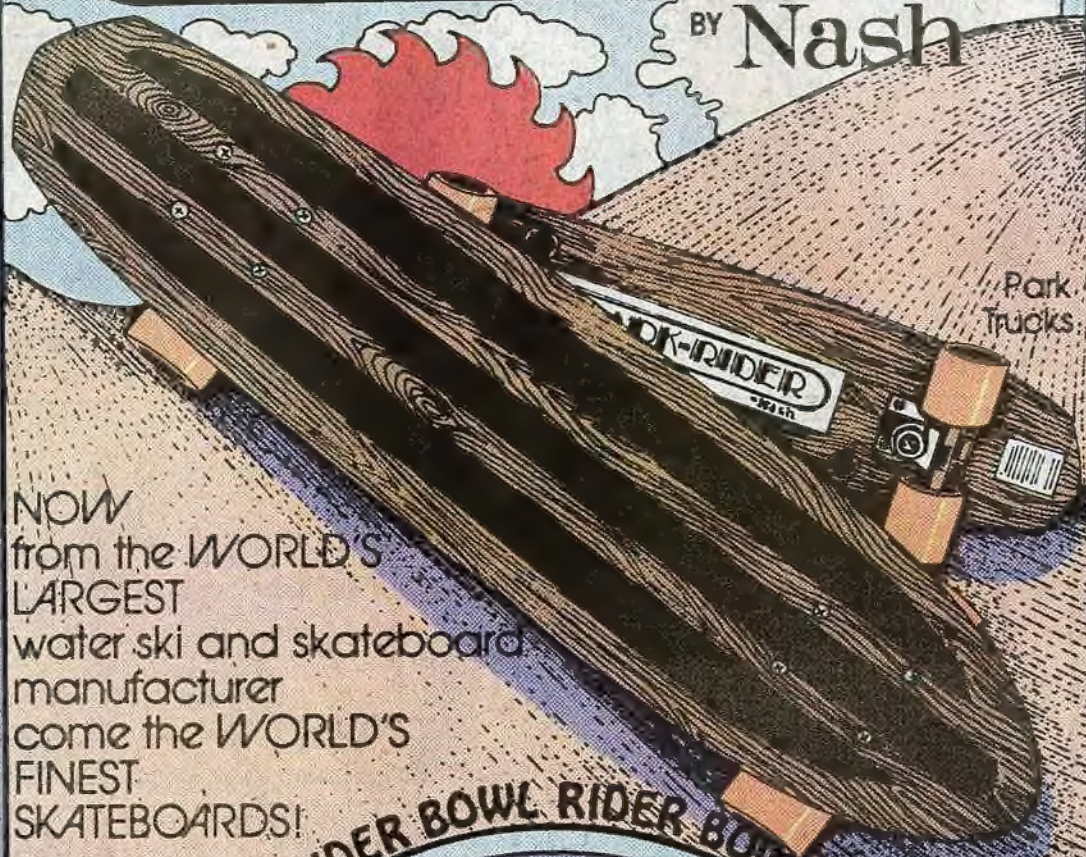
"HIS DEemeanor SUGGESTED THAT HE NEEDED TO FIND YOU URGENTLY, SO I DECIDED TO LET HIM DO MY WORK FOR ME."



"WHEN HE POINTED HIS AVENGERS QUINJET SOUTH AND WEST TOWARDS TEXAS, I FOLLOWED ALONG."

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"MY CURIOSITY GREW AS THE BEAST LED ME TO A SMALL, PROVINCIAL CIRCUS. I WONDERED, BRIEFLY, IF THE RINGMASTER WAS INVOLVED."



"WHOEVER IT WAS, HE SEEMED TO HAVE A DELIGHTFUL SENSE OF THE ABSURD."

"EVEN I, HOWEVER, WAS TAKEN ABACK WHEN I DISCOVERED THAT BANGSHÉE HAD BECOME A CARNIVAL BARKER--"



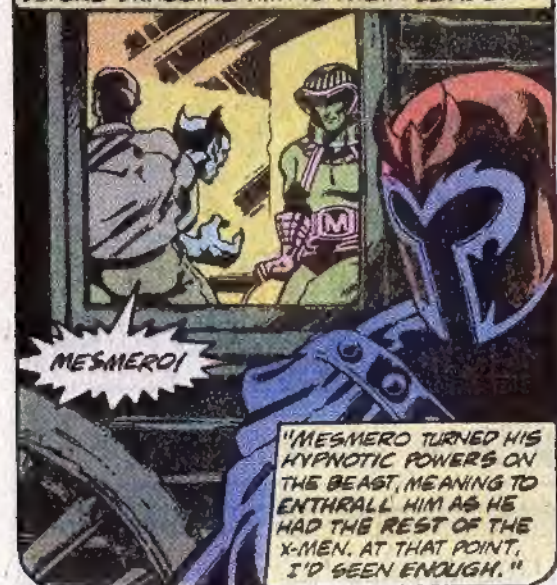
"--AND MOST OF THE REST OF YOU, SIDE-SHOW FREAKS."

"THE BEAST MADE AN EXCELLENT STALKING HORSE, DRAWING EVERYONE'S ATTENTION WHILE I STAYED IN THE BACKGROUND AND WATCHED WHAT DEVELOPED."



"A MOB OF CIRCUS ROUSTABOUTS-- LED BY YOU, CYCLOPS-- SOON CORNERED MY UNKNOWING ALLY."

"THEY BEAT HIM WITHIN AN INCH OF HIS LIFE BEFORE DRAGGING HIM TO THEIR LEADER."



MESMERO!

"MESMERO TURNED HIS HYPNOTIC POWERS ON THE BEAST, MEANING TO ENTHRALL HIM AS HE HAD THE REST OF THE X-MEN. AT THAT POINT, I'D SEEN ENOUGH."

FOR ALL HIS VAUNTED POWER, MESMERO WAS LESS THAN NOTHING TO ME. A MAGNETIC FORCE BLAST TOOK CARE OF BOTH HIM AND THE BEAST.

OH, MY ACHING HEAD. GEE, MAGGIE, I THOUGHT YOU AN' ME WUZ BEST BUDDIES.



YOU THINK TOO MUCH, BEAST.

HAD THE REST OF YOU NOT FREED YOURSELVES FROM MESMERO'S CON-DATIONING, THOUGH, I'D HAVE DONE IT FOR YOU.



WE SUPPOSED TO BE GRATEFUL, BUT?

THIS MAKES NO SENSE. WHY ZAP MESMERO? YOU AND HE USED TO BE ALLIES.

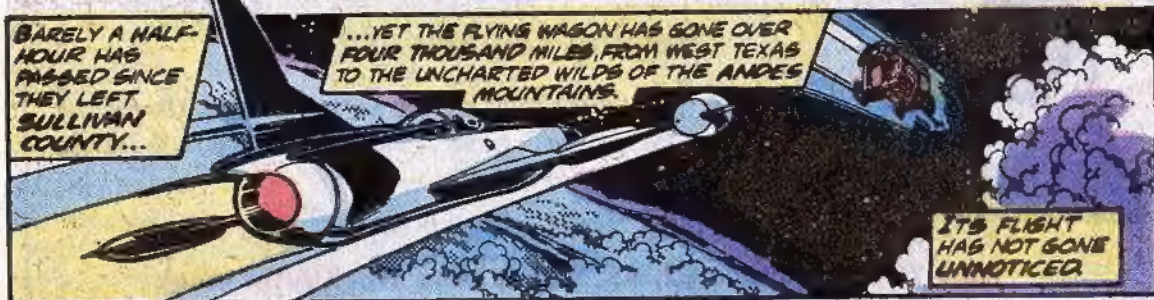
HE AND I?



MY DEAR CYCLOPS, I DON'T EVEN KNOW THE MAN.

THE "MAGNETO" THIS FOOL SERVED -- THE ONE WHO CLAIMED TO BE THE FATHER OF LORNA DANE -- WAS A ROBOT.

AS WAS SO DRAMATICALLY REVEALED IN X-MEN #58 -- JIM.



BARELY A HALF-HOUR HAS PASSED SINCE THEY LEFT SULLIVAN COUNTY...

...YET THE FLYING WAGON HAS GONE OVER FOUR THOUSAND MILES, FROM WEST TEXAS TO THE UNCHARTED WILDS OF THE ANDES MOUNTAINS.

ITS FLIGHT HAS NOT GONE UNNOTICED.



JAGUAR CONTROL TO JAGUAR LEADER, DO YOU HAVE VISUAL CONTACT WITH THE UFO, OVER.

JAGUAR LEADER, RESPOND! THIS IS GENERAL ORTIZ, OVER!

HE SOUNDS ANGRY, COM-PAÑERO. DO WE ANSWER HIM?

WELL, I SEE IT, CLEAR AS CRYSTAL, JORGE, BUT I DON'T BELIEVE IT.

IT--IT'S IMPOSSIBLE!

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For those times when you get a craving for something to really sink your teeth into, sink them into Slim Jim® meat snacks. The chewy all-meat sticks that come in mild, spicy, pizza, bacon, pepperoni and salami. Just about every possible flavor you could ever want. Except, of course, garlic.

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Places the gang was going and you weren't included. They all had money for movies, games, hamburgers and soft drinks . . . all of them except you.

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Now YOU Can Make \$2, \$5, \$10 or More Week After Week

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**NO PURCHASE NECESSARY
DETAILS BELOW**

**EACH MONTH YOU
COULD WIN ONE OF
30 SUPER ROSS BICYCLES
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The makers of Sugar Babies®, Sugar Daddy® and Sugar Mama® are giving away over 50,000 prizes every month to lucky boys and girls all over. And you could be one of them!

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1 **NO PURCHASE NECESSARY.** To enter print your name, address and zip code on the official entry blank or on a plain 3x5 piece of paper. Each entry must include the outside wrapper from either Sugar Daddy, Sugar Mama or Sugar Babies or hand print the words of any one of these products on a 3x5 piece of paper. Mail your complete entry to:

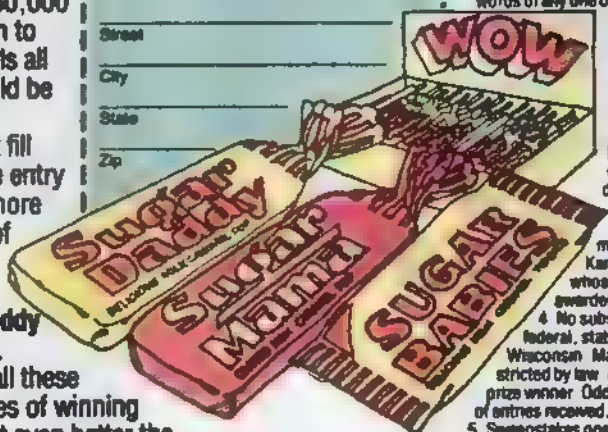
**Nabisco 50,000 Prizes a Month Giveaway
P.O. Box 1000
Long Island City, N.Y. 11101**

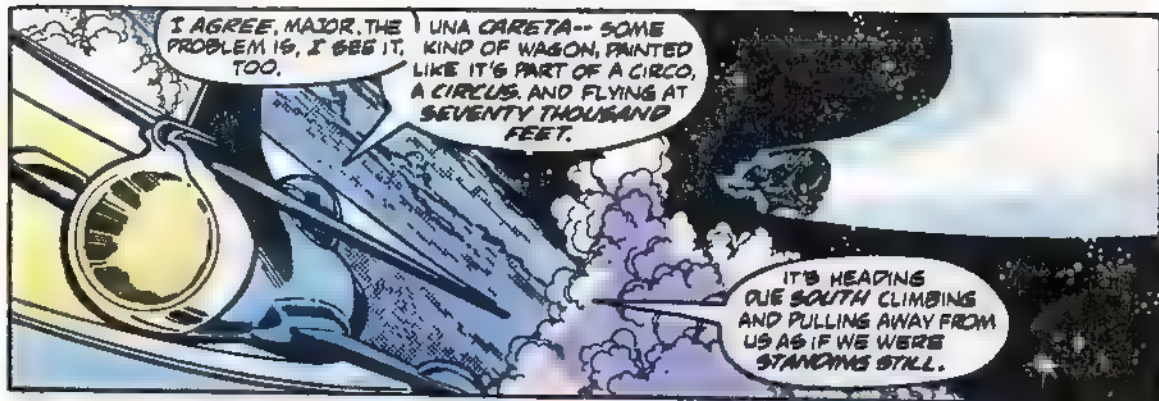
2 Enter as often as you like, there is no limit to the number of prizes you can win, but each entry must be mailed separately and received by the last day of the month in order to be eligible for that month's drawing. The final date for receipt of all mail is December 31, 1978.

3 Fifty Thousand and Thirty (50,030) prizes will be awarded in random drawings on a monthly basis starting January 1978 by Marden-Kane, Inc. an independent judging organization whose decisions are final. All 50,030 prizes will be awarded by January 31, 1979.

4 No substitutes or exchanges for prizes offered. All federal, state and local laws apply. Void in Missouri, Wisconsin, Maryland and wherever else prohibited or restricted by law. Liability for taxes is the sole responsibility of the prize winner. Odds of winning are dependent upon the number of entries received.

5 Sweepstakes open to US residents only except employees and their families of Nabisco, Inc., their affiliates, advertising and judging agencies.

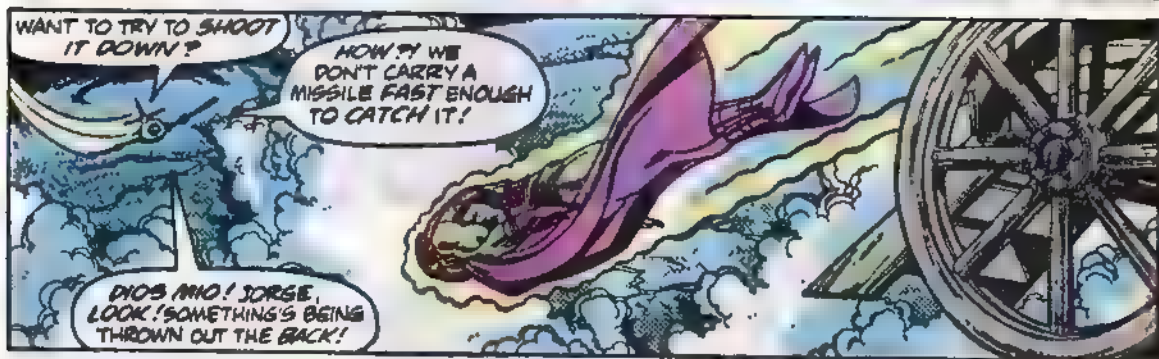




I AGREE, MAJOR. THE PROBLEM IS, I SEE IT, TOO.

UNA CARETA-- SOME KIND OF WAGON, PAINTED LIKE IT'S PART OF A CIRCO, A CIRCUS, AND FLYING AT SEVENTY THOUSAND FEET.

IT'S HEADING DUE SOUTH CLIMBING AND PULLING AWAY FROM US AS IF WE WERE STANDING STILL.



WANT TO TRY TO SHOOT IT DOWN?

HOW? WE DON'T CARRY A MISSILE FAST ENOUGH TO CATCH IT!

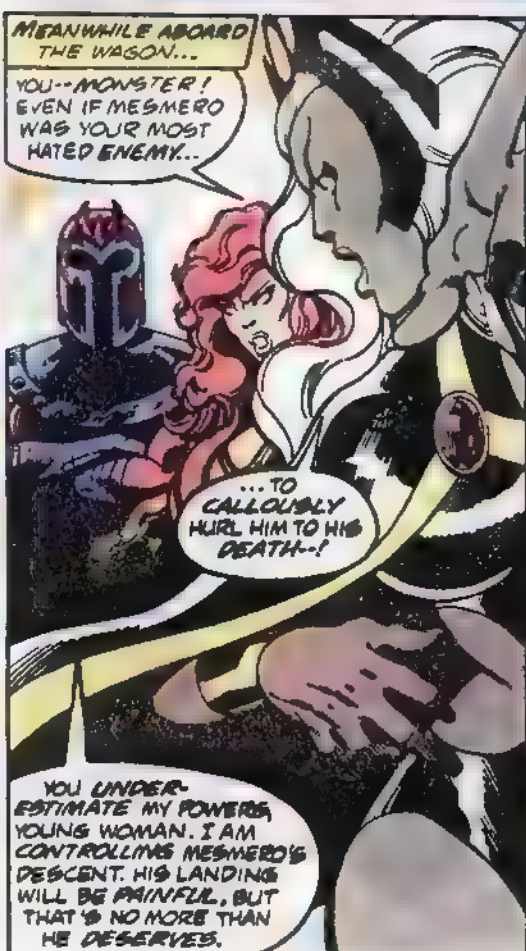
DIOS MIO! JORGE, LOOK! SOMETHING'S BEING THROWN OUT THE BACK!



IT'S A MAN--DROPPING TOWARDS THE AMAZON JUNGLE AS GENTLY AS A FEATHER.

NOTIFY JAGUAR CONTROL. TELL THEM WE... AH, LOST THE UFO BUT ONE OF ITS CREW HAS ...UH, BAILED OUT.

WE'LL FOLLOW HIM DOWN. CONTROL CAN SEND HELICOPTERS TO PICK HIM UP. AND THEN, MY FRIEND, WE WILL FLY HOME AND GET VERY, VERY DRUNK.



MEANWHILE ABOARD THE WAGON...

YOU--MONSTER! EVEN IF MESMERO WAS YOUR MOST HATED ENEMY...

...TO CALLOUSLY HURL HIM TO HIS DEATH--!

YOU UNDER-ESTIMATE MY POWERS, YOUNG WOMAN. I AM CONTROLLING MESMERO'S DESCENT. HIS LANDING WILL BE PAINFUL, BUT THAT'S NO MORE THAN HE DESERVES.



YOU ARE MY OLDEST FOES X-MEN. MY BITTEREST DEFEATS HAVE BEEN AT YOUR HANDS.

IF ANYONE HAS EARNED THE RIGHT TO DESTROY YOU, IT IS I.

THERE'S SILENCE NOW GRIM AND UNCOMFORTABLE, AS THE WAGON MOVES FARTHER AND FARTHER SOUTH--LAND'S END AT CAPE HORN GIVING WAY TO THE STORM-SWEPT WATERS OF THE DRAKE PASSAGE.

GET A BRAND NEW MARVEL PAD!

NO, FRANTIC ONE, NOT THE KIND YOU LIVE IN, THE KIND YOU WRITE ON! (AND BELIEVE US, THEY ARE RIGHT ON!) CHECK OUT THESE GREAT NEW PADS-- THEY FEATURE ALL YOUR FAVORITE CHARACTERS, IN NOT ONE, BUT TWO GREAT SIZES-- A GIGANDA 5 1/2" by 8 1/2" AND A HUMONGOUS 4 1/2" by 6 1/2"-- TO GIVE YOU ENOUGH SPACE TO WRITE OUT THOSE NIFTY NOTES, MARVELOUS MISSIVES, AND MONUMENTAL MISCELLANY! JUST THINK HOW MUCH YOU'LL IMPRESS YOUR FRIENDS, FAMILY, AND EVEN YOUR ENEMIES! LASTLY, TO MAKE IT AS EASY AS POSSIBLE FOR YOU, WE'RE OFFERING THESE PADS IN A CONVENIENT SET! YOU GET-- 3 5 1/2" by 8 1/2" PADS AND 3 4 1/2" by 6 1/2" PADS ALL FOR THE LOW, LOW, LOW PRICE OF \$3.59 PLUS 5% POSTAGE AND HANDLING. AND THE SET INCLUDES NEW ENVELOPES!

ENTIRE SET
\$3.59
\$4 PER

WHAT'S THAT YOU SAY? YOU WANT MORE? WELL, YOU GOT IT! NOW 'BOUT A NEW HULK TREASURY (\$1.50 PLUS 5% POST & HAND.) OR THE GIANT NEW STAR WARS TREASURY FEATURING ISSUES #1-67 (\$2.50 PLUS 5% POST & HAND.) AND IF THAT'S NOT ENOUGH WE'VE GOT TWO NEW SPECIALS FOR YOU-- CLOSE ENCOUNTERS AND THE BEATLES! (EACH \$1.50 PLUS 5% POST & HAND.)

ALL NEW!

ALL NEW!

SUPERHERO MERCHANDISE
P.O. BOX 777 ATT. DEPT. 58
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O.K.-- HERE'S MY DUGH-- GO AHEAD, PAD YOUR BANK ACCOUNTS-- JUST SEND ME THOSE TERRIFIC NEW PADS! CHARGE MY ☐ BANK AMERICARD ☐ MASTERCARD ACCOUNT # _____ EXPIR. DATE _____

SEND ME ☐ ONE ☐ TWO ☐ THREE ☐ SETS OF PADS AT \$3.98 PER SET!

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★ NEW NASSAU MALL, 360 HEMPSTEAD TPK, LEVITTOWN, NEW YORK

AND THEN, THEY'RE OVER LAND AGAIN,
THE BLEAK, DESOLATE EXPANSE OF SNOW
AND ICE THAT IS THE SEVENTH OF
EARTH'S CONTINENTS--ANARCTICA!

THE X-MEN HAVE NO IDEA
WHERE THEY ARE OR
WHERE THEY'RE GOING
AS THE WAGON SKIMS
MILE AFTER MILE OF
TRACKLESS WASTE.

FINALLY THE WAGON BEGINS A
STEEP DESCENT TOWARDS ONE OF
THE MANY VOLCANOS THAT LINE THE
CONTINENTAL RIM. MOST ARE EXTINCT.

THIS ONE IS NOT

BEFORE ANYONE CAN REACT, THEY'RE
INSIDE THE CRATER, DROPPING
SWIFTLY TOWARDS THE LAVA POOL.
THERE'S TIME FOR ONE THOUGHT:
IS THIS HOW MAGNETO PLANS TO
FINISH US OFF?!

THEN, WITH A SOUND-
LESS SPLASH, THE WAGON
HITS THE LAVA...

HOME IT MAY BE, BUT THIS UNDERGROUND
COMPLEX IS FAR FROM HUMBLE. BURIED
A MILE BENEATH THE ICE CAP, IT COVERS
AN AREA OF FIVE SQUARE MILES, ONE OF
A NUMBER OF SIMILAR INSTALLATIONS
MAGNETO HAS SCATTERED THROUGH-
OUT THE GLOBE.

...AND DROPS BENEATH THE SURFACE.

ALL ABOARD SAVE MAGNETO HIMSELF ARE MORE THAN A LITTLE SURPRISED TO FIND THEMSELVES STILL ALIVE AS THE WAGON HEADS UNERRINGLY FOR A CERAMIC STEEL DOOR SET IN THE FLOOR OF A SECONDARY FISSURE.

THE DOME OPENS, THE MOLTEN LAVA KEPT AT BAY...

MAGNETO ENDS IT WITH A BANG!

GODS--THE WAGON!

WELCOME TO MY HUMBLE HOME, X-MEN.

I HOPE YOU LIKE IT--BECAUSE YOU WON'T BE LEAVING.

... BY A BUBBLE OF MAGNETIC FORCE SIMILAR TO THE ONE THAT'S BEEN PROTECTING THE WAGON AFTER COMING HALFWAY AROUND THE WORLD THE X-MEN'S JOURNEY IS ALMOST OVER

DRAWING ITS POWER DIRECTLY FROM THE EARTH'S CORE THE COMPLEX IS TOTALLY SELF-SUFFICIENT AND VIRTUALLY IMPREGNABLE, A MASTERPIECE OF AUTOMATED TECHNOLOGY THAT WOULD DO TONY STARK OR REED RICHARDS PROUD.

THE X-MEN, HOWEVER, KNOW NONE OF THAT.

AT THE MOMENT, THEY HAVE MORE PRESSING CONCERNS.

HE'S MADE HIS MOVE, EXACTLY AS I FIGURED HE WOULD. HAD NO CHANCE TO ALERT THE OTHERS...

B-YOD!

I'VE GOT TO START THINGS OFF MYSELF AND WORK EVERYONE ELSE IN AS WE GO ALONG.

I HATE TO DISILLUSION YOU, MAGNETO, BUT ZAPPING US ISN'T GONNA BE THAT EASY.

TAKE HIM, COLOSSUS!

ZKOW!!

I WILL BE MY PLEASURE, CYCLOPS.

KROW!

AN IMPRESSIVE PUNCH, COLOSSUS. BUT MY SHIELDS HAVE WITHSTOOD STRONGER.

AND HAVE YOU SO SOON FORGOTTEN THAT AGAINST ME--

--YOUR ARMORED FORM MAKES YOU THE WEAKEST X-MAN?!

NOT BAD MAGNETE BUT IT'S A SILENT YET THAT'S NOT WITH THE SILENTLY FEARFUL NEW-DEAD!

KAWA-BONGA, SWEET-UMS!

I'VE SOMETHING BETTER IN STORE FOR YOU, AVENGER.

NAMELY, A MULTI-KILOVOLT STATIC CHARGE.

AARRRRGH!!

**STOP
THE PRESSES!!
IT'S THE FAMOUS
CLARK BAR
SUPERHERO
SWEEPSTAKES!**



YOU COULD WIN A TRIP TO GOTHAM AND APPEAR IN A SUPERHERO COMIC BOOK!

Okay, all you characters out there. Here's your big chance to be a real character. Comic-book style.

You don't have to buy anything. Or do anything, except to mail us the Famous Clark Bar Superhero Sweepstakes entry blank with your name and address.

To find out what could be in it for you, just read on.

FIRST PRIZE

If you're lucky enough to win the first prize, Clark will fly you and your family (limit of four people) to New York City and back.

You'll stay for three days and two nights. All expenses paid.

We'll take you on a tour of the Marvel Comics offices, so an artist can draw you into an upcoming issue of your favorite Marvel comic

book. You'll be part of the action, right along with one of Marvel's famous superheroes.

You'll have plenty of free time in Gotham, too. For seeing the Statue of Liberty, or taking boat rides, or just looking up at tall buildings a lot and saying "Wow!"

And, when your comic-book adventure is published, we'll send you 15 copies for your family and friends. They'll be proud to know a famous person like you.

SECOND PRIZE

If you're one of 20 second-prize winners, you'll get your own Famous Superhero watch. Pick Batman, Wonder Woman, Superman, Spider-Man, or (if your taste runs to supervillains instead) the Joker. The watches are Swiss-made,

with full-color superhero pictures and would normally sell for \$19.95 to \$23.95.

THIRD PRIZE

If you're one of 100 third-prize winners, we'll send you a year's subscription to your favorite D.C. or Marvel comic book. The Incredible Hulk, Ms. Marvel,

Green Lantern, Thor, Justice Society, Captain America, Red Sonja, Plastic Man, Wonder Woman, you name it. Even Little Lulu.

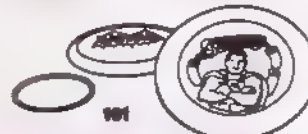
So find yourself a pen or pencil, fill in the entry blank (please print), and mail your entry to us before November 1, 1978.

It could make you as famous as the Famous Clark Bars.

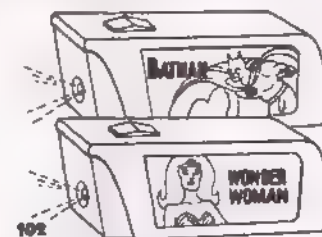
BE A WINNER ALL YEAR LONG, WITH WRAPPERS FROM FAMOUS CLARK BARS!

Okay. What you just read about was a contest. This isn't. What this is, is a terrific way to get famous Superhero premiums any time you want them. By collecting wrappers from any of the Famous Clark and Holloway products. Clark, Crispy, Crunchy, Light, Peanut Butter Log, Milk Duds, Sio Poke, or Black Cow.

Here's what you can get. The order blank is on the next page.



ZING WINGS. Plastic flying saucer. Batman, Superman, or Spider-Man. Each, \$1.75 plus 2 wrappers.



FLASHLIGHTS. Superman, Batman, Robin, Wonder Woman. Includes Penlite battery. Each, \$1.25 plus 2 wrappers.



SUPERSTICKERS. Get four sheets of pressure-sensitive stickers in all sizes. Just peel off the backing and stick them anywhere. \$2.95 plus 6 wrappers.



SUPERKITE. Look! Up in the sky! It's Spider-Man, in full color on a lightweight vinyl kite. \$2.50 plus 6 wrappers.

CLARK

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- 1 To enter, type or print clearly your name, address and zip code on this official entry blank or on a plain piece of 3 x 5 paper. You can enter as many times as you want, but each entry must be mailed separately.
- 2 With each entry, send one wrapper from any Clark or Holloway candy product or the words "FAMOUS CLARK BARS" printed on a separate piece of 3 x 5 paper. You can send wrappers from Clark, Crispy, Zagnut, Crunchy, Light, Peanut Butter Log, Milk Duds, Sio Poke, or Black Cow.
- 3 Send entries to Superhero Sweepstakes, Box 55, Chicago, Illinois 60677.
- 4 Entries must be postmarked by November 1, 1978 and received by November 10, 1978.
- 5 Winners will be determined in random drawings conducted by H. Olsen & Company, an independent judging organization, whose decisions are final.
- 6 Prizes are non-transferable, and substitution of prizes is not allowed. Only one prize to a family. The odds of winning will be determined by the number of entries received. All prizes will be awarded.
- 7 This sweepstakes is open to all U.S. residents, except employees (and their immediate families) of Beatrice Foods, its advertising agencies, and H. Olsen & Company. Void in Missouri, and wherever else prohibited by law. Subject to all federal, state and local laws and regulations.
- 8 If you want a list of winners, send a separate stamped, self-addressed envelope to 6066260, Chicago, Illinois 60677.

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And, when your comic-book adventure is published, we'll send you 15 copies for your family and friends. They'll be proud to know a famous person like you.

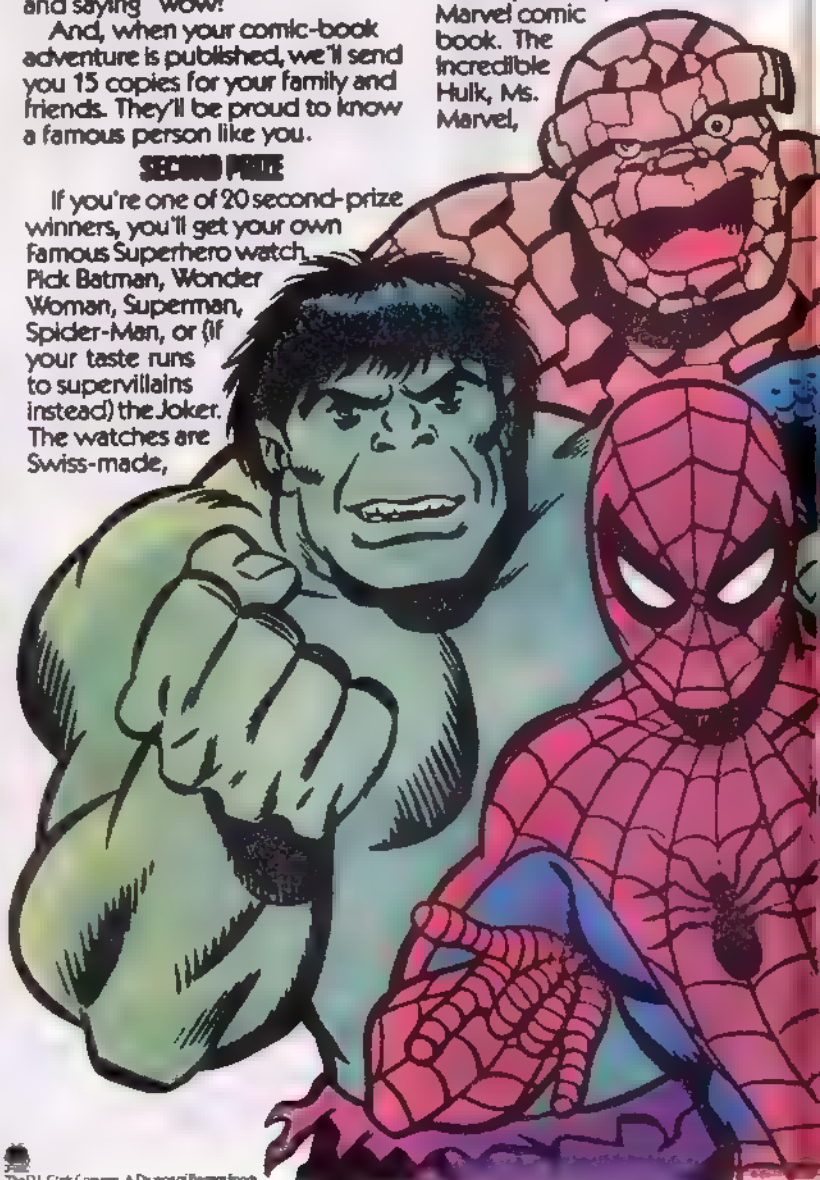
SECOND PRIZE

If you're one of 20 second-prize winners, you'll get your own Famous Superhero watch. Pick Batman, Wonder Woman, Superman, Spider-Man, or (if your taste runs to supervillains instead) the Joker. The watches are Swiss-made,

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If you're one of 100 third-prize winners, we'll send you a year's subscription to your favorite D.C. or Marvel comic book. The Incredible Hulk, Ms. Marvel,



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2. With each entry, send one wrapper from any Clark or Hollywood candy product or the words "FAMOUS CLARK BARS" printed on a separate piece of 3 x 5 paper. You can send wrappers from Clark Crops, Zagnut Crunchy Light, Peanut Butter Log, Milk Duds, Sno Pops, or Black Chow.
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4. Entries must be postmarked by November 1, 1978 and received by November 10, 1978.
5. Winners will be determined in random drawings conducted by H. Owen & Company, an independent judging organization, whose decisions are final.
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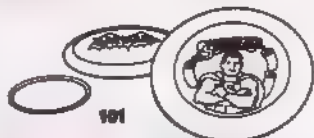
Green Lantern, Thor, Justice Society, Captain America, Red Sonja, Plastic Man, Wonder Woman, you name it. Even Little Lulu.

So find yourself a pen or pencil, fill in the entry blank (please print), and mail your entry to us before November 1, 1978.

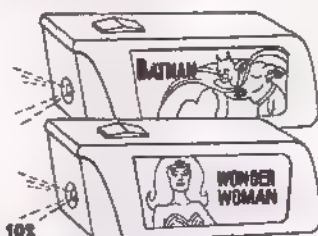
It could make you as famous as the Famous Clark Bars.

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Okay. What you just read about was a contest. This isn't. What this is, is a terrific way to get Famous Superhero premiums any time you want them. By collecting wrappers from any of the Famous Clark and Holloway products. Clark, Crispy, Zagnut, Crunchy, Light, Peanut Butter Log, Milk Duds, Sio Poke, or Black Cow. Here's what you can get. The order blank is on the next page.



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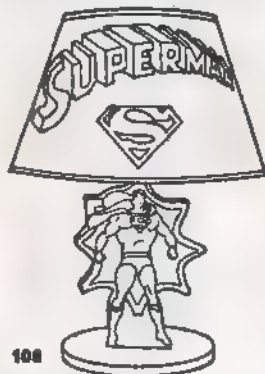
SUNGLASSES. Superman, Batman, Robin, Wonder Woman.
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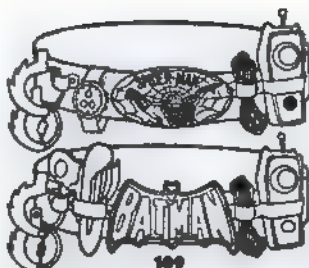
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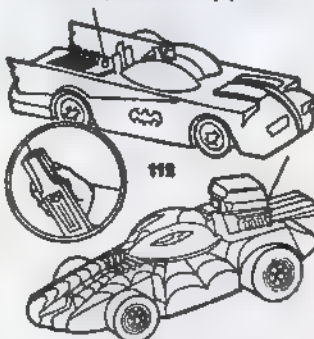
UTILITY BELTS. Batman Belt with communicator, bat clicker gun, bat cuffs, bat grappler. Spider-Man Belt with communicator, spider web, grappler, hand cuffs, watch.
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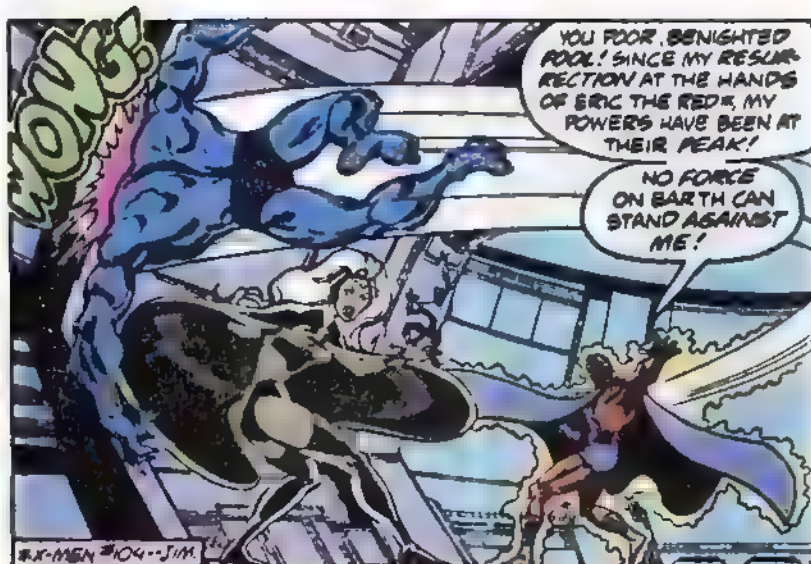
QUANTITY	NUMBER	SUPERHERO	# WRAPPERS	PRICE
TOTALS				

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Offer expires February 1, 1979. Allow 6 to 8 weeks for delivery.



YOU POOR, BENIGHTED FOOL! SINCE MY RESURRECTION AT THE HANDS OF ERIC THE RED, MY POWERS HAVE BEEN AT THEIR PEAK!

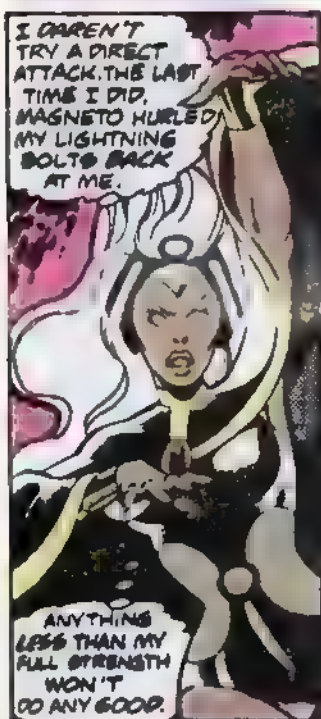
NO FORCE ON EARTH CAN STAND AGAINST ME!

X-MEN #104-JIM



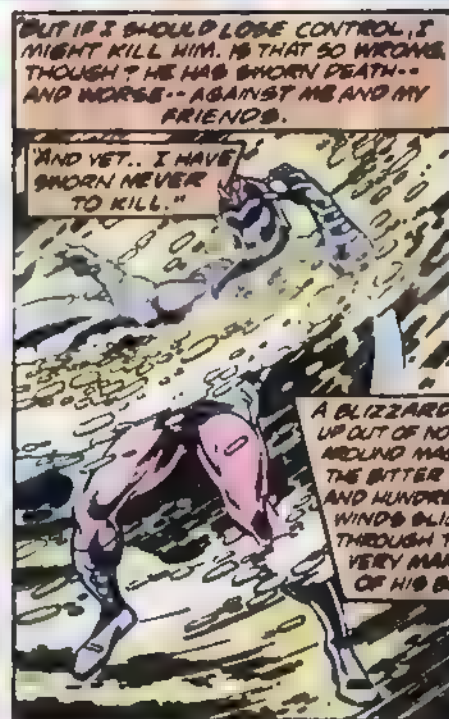
DEAD?

'S ALL...
RI... STORM...
ONLY MURTS
WHEN I... I
...LAPPP



I DAREN'T TRY A DIRECT ATTACK. THE LAST TIME I DID, MAGNETO HURLED MY LIGHTNING BOLTS BACK AT ME.

ANYTHING LESS THAN MY FULL STRENGTH WON'T DO ANY GOOD.



BUT IF I SHOULD LOSE CONTROL, I MIGHT KILL HIM. IS THAT SO WRONG, THOUGH? HE HAS SWORN DEATH-- AND WORSE-- AGAINST ME AND MY FRIENDS.

"AND YET.. I HAVE SWORN NEVER TO KILL."

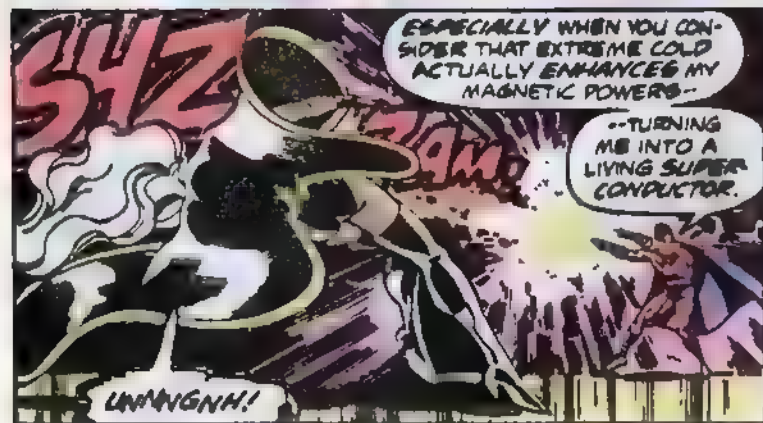
A BLIZZARD RIPS UP OUT OF NOWHERE AROUND MAGNETO. THE BITTER COLD AND HUNDRED-KNOT WINDS BLICING THROUGH TO THE VERY MARROW OF HIS BONES.



A NORMAL MAN WOULD HAVE BEEN BATTERED UNCONSCIOUS IN SECONDS.

YOU... ALMOST HAD ME, MY DEAR. YET AT THE LAST INSTANT, YOU HELD BACK.

THAT WAS A FATAL MISTAKE.



ESPECIALLY WHEN YOU CONSIDER THAT EXTREME COLD ACTUALLY ENHANCES MY MAGNETIC POWERS--

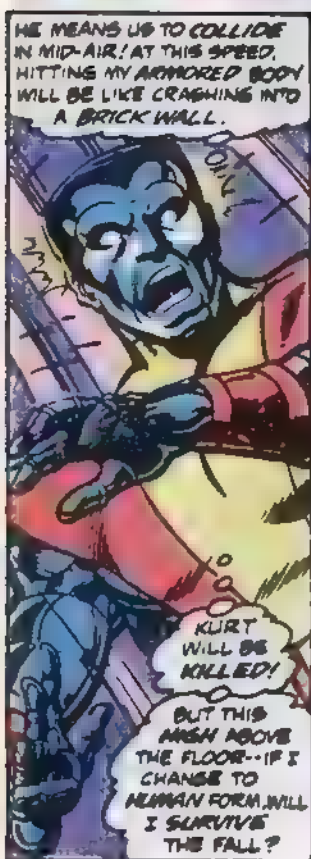
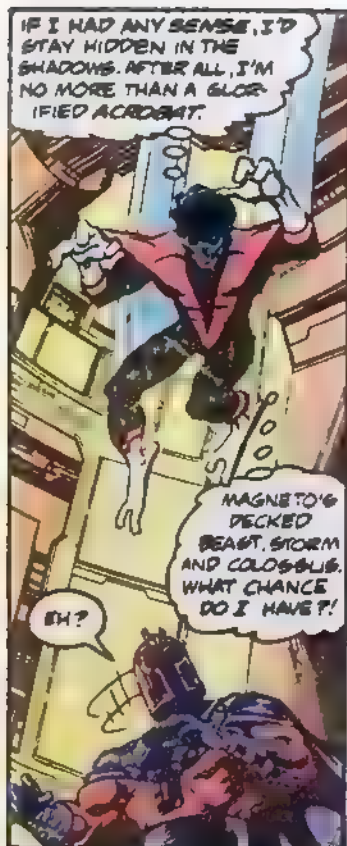
--TURNING ME INTO A LIVING SUPER CONDUCTOR.

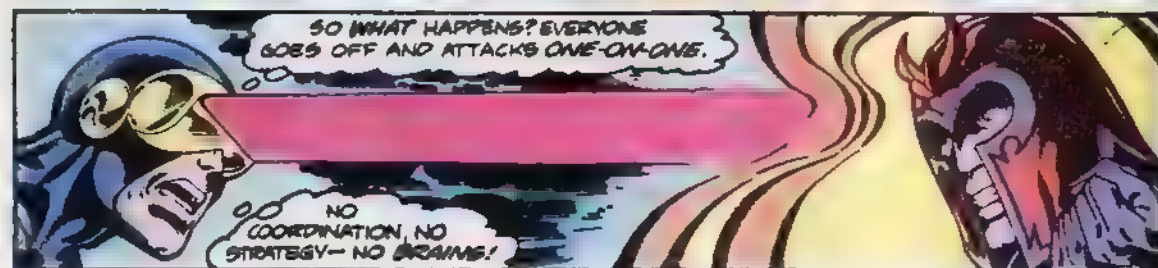
UNNNGNN!



HE'S DOING IT TO US AGAIN...

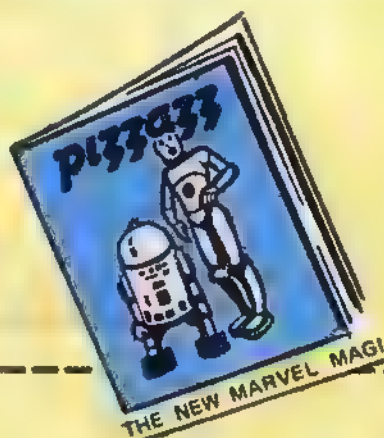
...TAKING OUR BEST SHOTS AND THEN SMASHING US DOWN.





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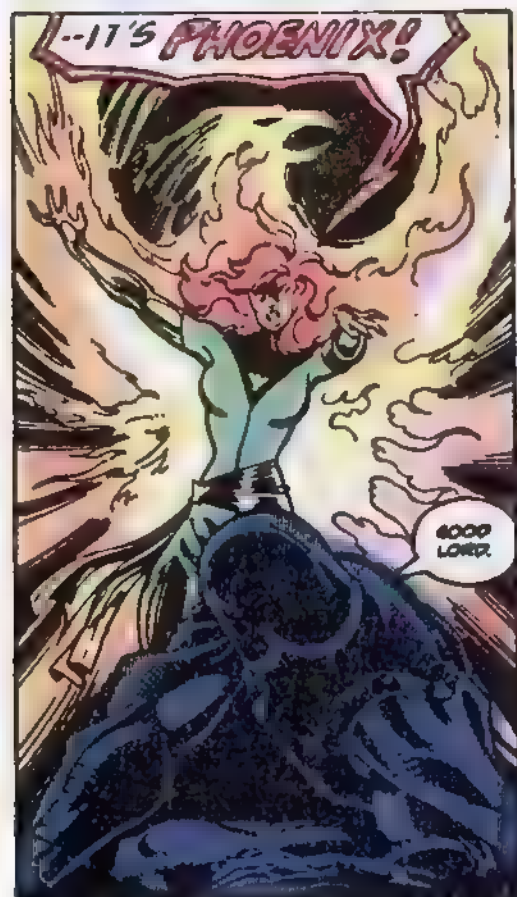
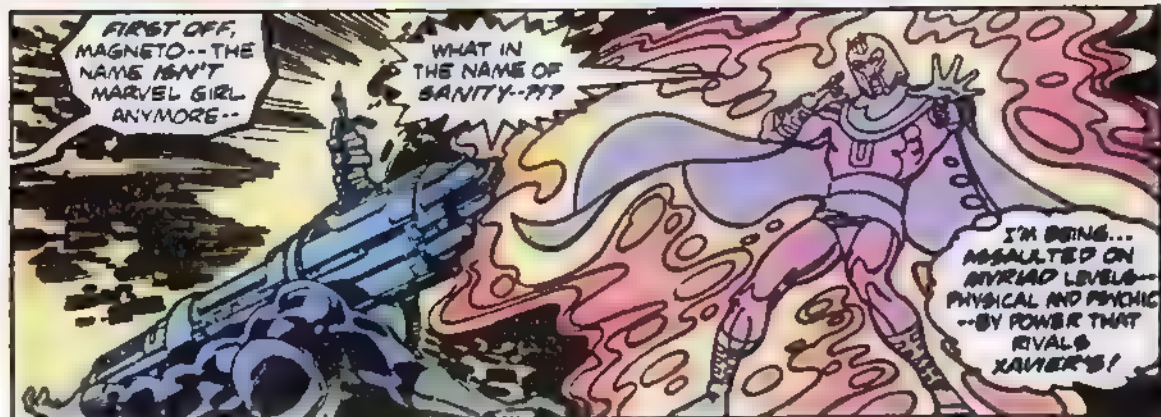
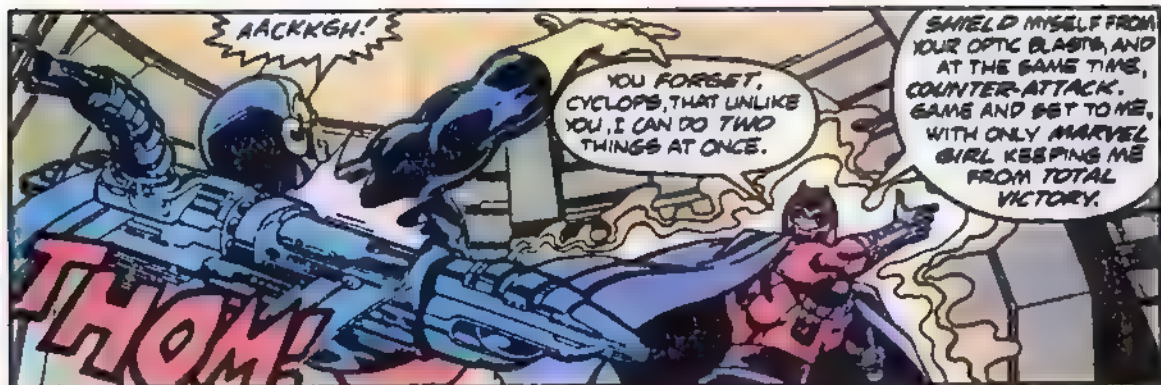
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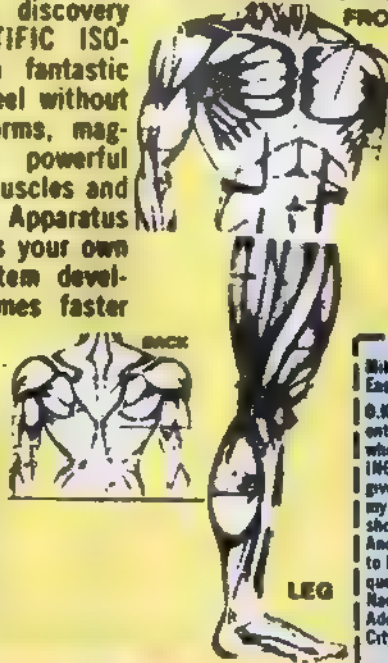
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Dear X-Ordinary Armadillos,

"Armageddon Now" in X-MEN #108 is stupendous, mind-blowing, revolutionary and otherwise nearly indescribable. Marvel's never done anything like it before. One can't apply the letterhack's usual standards for judging comics stories to it. I'm tempted to just sit back in awe and wonder, but something must be said.

The initial pages are relatively easy to deal with. It can't be easy to create an epic super-hero adventure that can stand comparison with the monuments of the past. After the first coming of Galactus, or the rampage of the cosmic-powered Dr. Doom, or the Kree-Skrull war, how can you give the readership a thrill anywhere near as great? Haven't we become jaded? Haven't we seen scores of universe-shaking perils before? X-MEN #108's opening pages start the effort to beat the odds by establishing a menace of a sort Marvel readers haven't seen before: the huge crystal with the power to annihilate the universe with a "blink!" The fact that it's a giant crystal and not your usual doomsday machine is important. There's something more mystical than super-scientific about this jewel. It's as if we have human heroes trying to master dangers from the realm of the gods. And indeed, reality itself—all of creation—is the stakes of this contest. This all brings the story closer to the mythic base of super-hero adventure tales, and as this issue progresses, it continues to draw power from that base.

With the penetration of the crystal, the story changes entirely in kind. Before, it was still recognizably in familiar Marvel style, albeit with some unique twists. Now it's something wholly different, often very confusing but gripping and intriguing. I wonder if most of the readers could get something out of it. The intellectual concepts stabbed at are difficult for anyone to follow, and I confess that on my first reading, the dramatic momentum of the fight scenes seemed sharply reduced once the transition was made into the crystal. It was no longer the action scenes that carried one through the story, but a steady fascination springing from science fiction's "sense of wonder." I followed the plot, absorbed and astonished by what was going on, intrigued by what would happen next. On a second reading, X-MEN #108 is all of a piece, its dramatic momentum unchanged as the plot moves with what now seems smoothness further and further into the unreal.

Maybe the supernatural dimension to the story wouldn't work as well if you hadn't kept throwing peril after peril, twist after twist at us. The reader is kept off balance as surprises keep coming his way—the nightmare shield, the mystery of Corsair's past, the fascination of Jean's having come back from death, Cyclops' beam running wild, Jean's becoming a kind of phantom—and so we can only watch in wonder, caught up completely in the strangeness we see.

Then comes the clincher. Jean has become the reader's guide through this maze, she retains her sanity while the others fall victim to bafflement and then nightmares, and we can identify with her struggle with her fear of death and her despondency at having to face impossible odds alone. Alas, clever as the idea of a "neutron galaxy" pulling stars and planets out of order is, I can't see how this connects with the universe ceasing

to exist for those two blinks. But the force of this story at this point is such that I feel pointing out the confusions here amounts to mere quibbling.

The scene in which Jean gains psychic strength from Storm and Corsair gives the story a needed base in a human reality before it takes off once again into its climactic vision of returning life to a dying cosmos. The scene with Storm and Corsair also sets up Phoenix's use of the spirits of her friends in reconstructing the universe. Not knowing anything about Kabbala, I have absolutely no idea what this tree of life business is about. But if what you're trying to get at is the idea of an individual with a dedication to the forces of life, sustained by the love of her friends, bringing order out of chaos, then that's a very fine image indeed. I should complain that Phoenix can't possibly be all that powerful, but actually I'm rather vague as to how much psychic energy one needs to repair a cosmic lattice, especially when one is inside a crystal and a sphere in which the laws of reality do not apply. (She's got the other X-Men's psychic energy, apparently including Xavier's, helping out besides.)

Phoenix obviously can't be this powerful regularly, or else Galactus and Eternity will be the only beings capable of giving the group a hard time. The question is exactly what the limits of her power will be, and exactly what that power is, anyway. She can read minds, mentally move meteors around, and shoot energy bolts. What else can she do?

Anyway, as you can see, this story proved to be quite a trip for your humble critic. There was just one thing marring the achievement. One would think that Claremont and Byrne would be sitting back, faces wreathed in smiles, conscious that they had done a Great Thing and basking in earned glory. And what happens? Here's Byrne on the letters page saying that he knows he's just a poor struggling artist who can't hope to match the achievements of the greats and so we should all feel sorry for him while he tries vainly to cope. What is this? Look, John, you're just going to have to get over this inferiority complex of yours. You and Claremont really did a magnificent job. No, really. Would I babble on like this if it wasn't true? Look brave. Dry those tears. Have some self-confidence. That's it, fine.

Now, then, what are you and Claremont going to do next issue to top this?

(Oh, no, now they've both started whimpering. They don't make comics pros like they used to. Sigh. Nuff said.)

Peter Sanderson

Rm 921 Johnson Hall, Columbia University
New York, NY 10027

NEXT ISSUE: A battle-royal, to be sure, and at this point even we're not sure who's gonna win! There's the usual thrills and chills, of course, but Claremont's been hinting that he has some surprises in store that'll knock your proverbial socks off. To find out what they are, come back in thirty days. Yes, we said 30 days, folks! As of this issue, X-MEN goes MONTHLY!! You won't be disappointed.

MAKE MINE MARVEL!

BUT EVEN AS THE SONG CRESCENDOS WITHIN HER IT ABRUPTLY... ENDS.

WHAT'S HAPPENING???

SHE FALTERS AND, SENSING HER WEAKNESS, MAGNETO STRIKES, SHAPING THE MAGNETIC FORCES OF THE EARTH ITSELF TO CREATE A "BOTTLE-EFFECT" AROUND PHOENIX...

-- THAT DRAWS HER LIFE-ENERGY OUT OF HER LIKE A SPONGE.

MAGNETO'S FIGHTING BACK! I NEED MORE POWER!

BUT THERE'S NO MORE LEFT! I'VE REACHED SOME KIND OF LIMIT! BUT I THOUGHT I HAD NO LIMIT!

H-HUH???

MAGNETO'S PUTTIN' THE KIBOSH ON JEANNIE. SHE LOOKS LIKE SHE'S GOIN' DOWN FOR THE COUNT!

GAME, SET AND MATCH, PHOENIX. EIGHT OF YOU ENTERED MY DOMAIN; EIGHT HAVE GONE DOWN TO DEFEAT BY MY HANDS.

NOT YET, BUB!

SHAKT!

MISSED HIM. BLAST IT! I ONLY CAUGHT HIS FLAMIN' CAPE!

MADMAN, THIS TIME YOU HAVE PUSHED YOUR LUCK TOO FAR.

YOU'RE VERY QUICK TO THREATEN PEOPLE WITH THOSE CLAWS, WOLVERINE.

MY-- HAND!

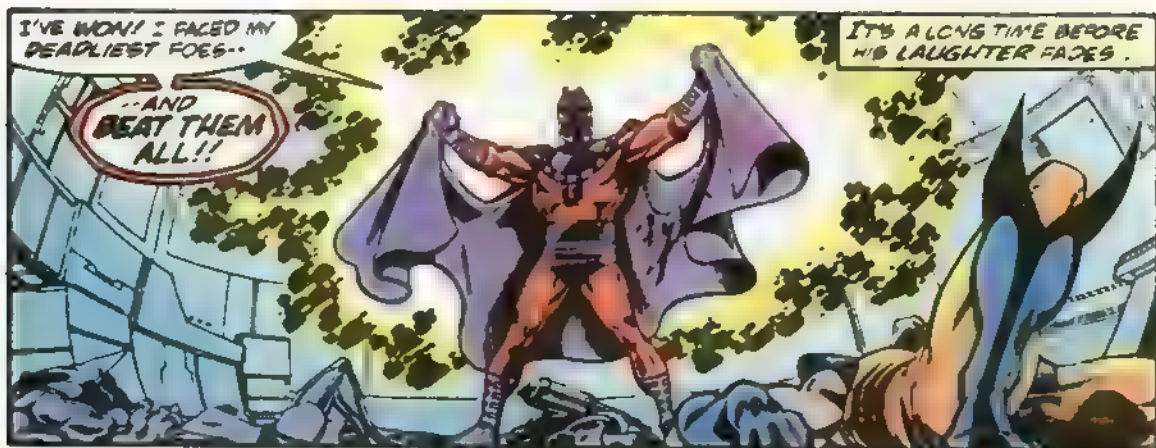
LET'S SEE HOW IT FEELS TO BE ON THE RECEIVING END FOR A CHANGE.

THEY'RE COMIN' CLOSER! AN' I CAN'T-- STOP-EM!!

LUCKY FOR YOU, LITTLE MAN, I WANT YOU-- AND YOUR COMPANIONS-- ALIVE.

PLEASANT DREAMS, WOLVERINE

BROW!



I'VE WON! I FACED MY DEADLIEST FOES...

IT'S A LONG TIME BEFORE HIS LAUGHTER FADES.

...AND BEAT THEM ALL!!



... AND A MUCH LONGER TIME BEFORE THE X-MEN AWAKEN.

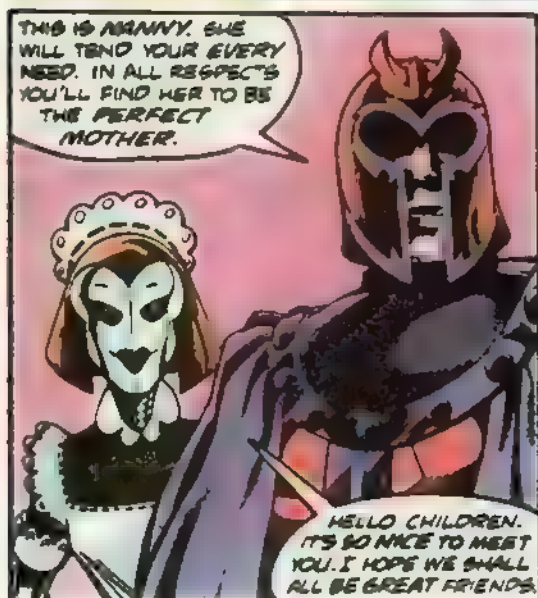
NOT LONG AGO CYCLOPS, YOU ASKED ME WHY? NOW, I'LL TELL YOU

I AM A PROUD MAN, X-MEN YOUR MENTOR, CHARLES XAVIER, AND MY TRACHEOUS CREATION, ALPHA, HUMILED ME

AT THEIR HANDS I WAS REDUCED TO INFANCY! BUT EVEN THEN DEEP WITHIN MY SOUL, I REMEMBERED WHAT I HAD BEEN-- AND HATED WHAT I HAD BECOME-- IN MY RAGE, I SWORE DARK AND BLOODY VENGEANCE AGAINST XAVIER AND THOSE HE LOVES BEST IN THE WORLD-- YOU, X-MEN

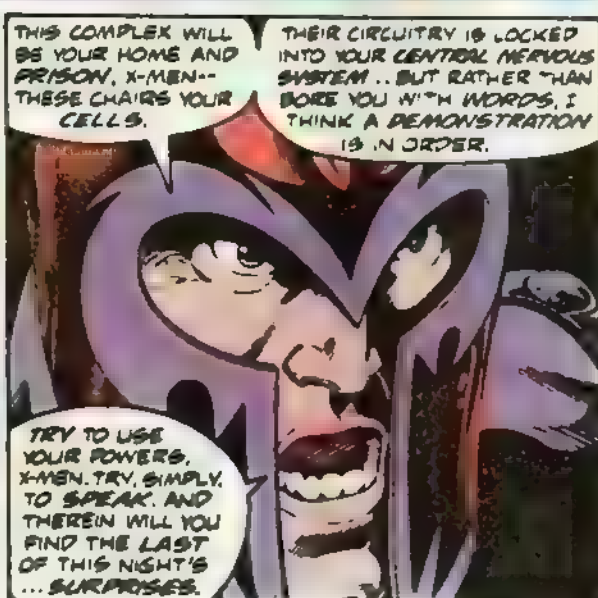
WHEN I WAS FIRST RESURRECTED, I DETERMINED TO KILL YOU ALL BUT I'VE SINCE FOUND A... BETTER REVENGE.

© DEPENDERS #6 JIM



THIS IS WANDA. SHE WILL TEND YOUR EVERY NEED. IN ALL RESPECTS YOU'LL FIND HER TO BE THE PERFECT MOTHER.

HELLO CHILDREN. IT'S SO NICE TO MEET YOU. I HOPE WE SHALL ALL BE GREAT FRIENDS.



THIS COMPLEX WILL BE YOUR HOME AND PRISON, X-MEN-- THESE CHAIRS YOUR CELLS.

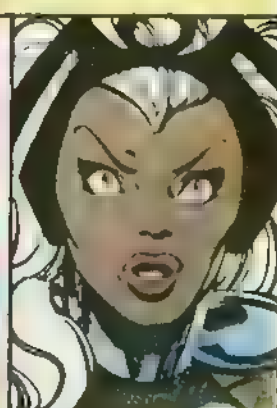
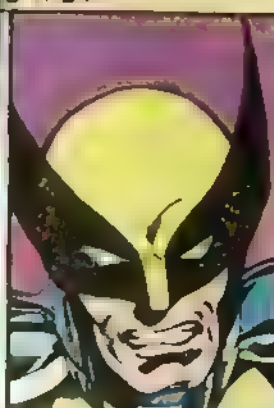
THEIR CIRCUITRY IS LOCKED INTO YOUR CENTRAL NERVOUS SYSTEM... BUT RATHER THAN BORE YOU WITH WORDS, I THINK A DEMONSTRATION IS IN ORDER.

TRY TO USE YOUR POWERS, X-MEN. TRY, SIMPLY, TO SPEAK, AND THEREIN WILL YOU FIND THE LAST OF THIS NIGHT'S... SURPRISES.

ONE BY ONE THEY TRY AND ONE BY ONE, THEY DISCOVER THEY CAN'T THEIR MINDS ARE AS CLEAR AS EVER BUT SOMEWHERE ALONG THE LINE THEIR NEURAL CIRCUITS ARE BEING SCRAMBLED. THE 2 MOVIES ARE RANDOM UNCOORDINATED THE WORDS THEY TRY TO SPEAK EMERGING AS PRIMAL SOUNDS.



ONE BY ONE, THEIR FACES TWIST INTO MASKS OF HORROR AS THEY BEGIN TO REALIZE WHAT'S BEEN DONE TO THEM



AN EYE FOR AN EYE. X-MEN.

YOU WILL NOT DIE, BUT YOU WILL SOON WISH YOU HAD YOU WILL SUFFER AS I SUFFERED--TO BE AWARE OF WHO AND WHAT YOU ARE--

--TO EACH POSSESS YOUR POWERS IN THEIR FULLEST MEASURE, YET TO BE AS UNABLE TO USE THEM AS A SIX-MONTH OLD CHILD. TO BE... HELPLESS.

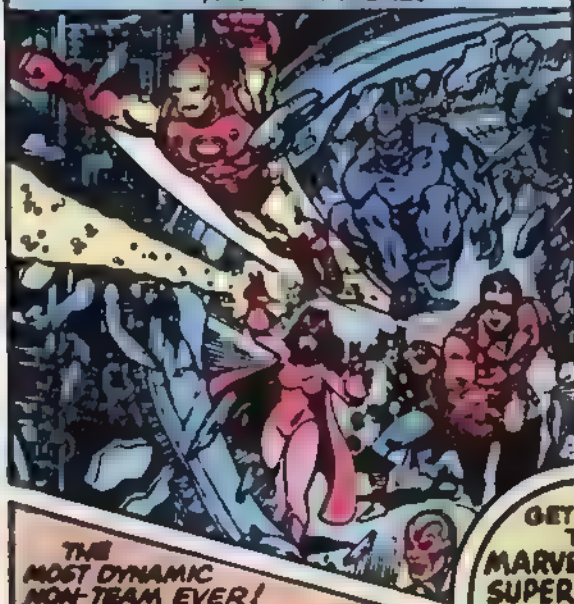
IF THERE IS A HELL, X-MEN SURELY IT CANNOT BE MORE TERRIBLE THAN THIS

NEXT ISSUE: TRIUMPH and TRAGEDY!

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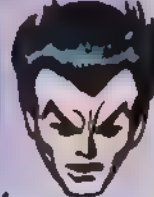
CAPTAIN
AMERICA



THE
HUMAN TORCH



UNION
JACK

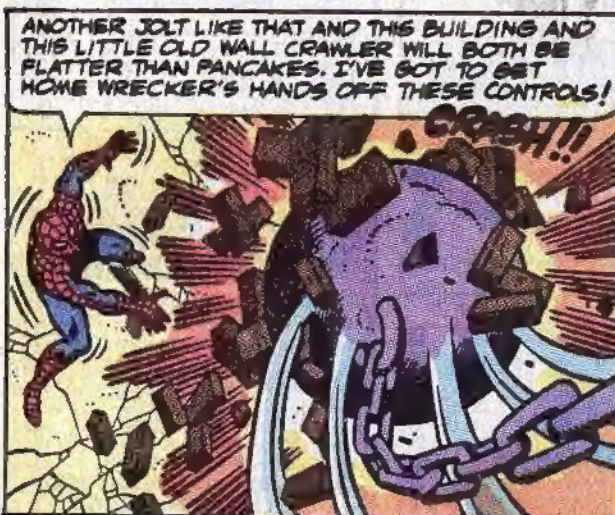


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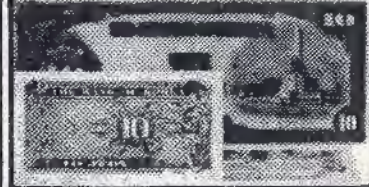
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